TUESDAY, JULY 23

# hello my name is...

International Day of Celebration!

Campaign Tool Kit

Learn more: https://www.hellomynameis.org.uk/

OR scan with your phone's camera
Purpose
The purpose of this tool kit is to provide resources for teams, units and departments to easily participate in the #hellomynameis campaign!

As an invitation to celebrate this campaign, the following resources have been provided:
- Key Messages
- A Poster
- Name Card Templates
- Email Signature Line Template

While July 23rd is the official #hellomynameis Day, the goal is to continue to have these conversations on an ongoing basis.
If you require additional support or resources, do not hesitate to reach out to Kerry Campbell (Kerry.campbell1@vch.ca) or Serena Bertoli-Haley (Serena.Bertoli-Haley@vch.ca).
Key Messages

What?
It all starts with an introduction. The #hellomynames campaign was started by Dr. Kate Granger in the UK, a physician battling terminal cancer. As a patient, she noticed what a huge difference introductions by health care providers had on her experience. Kate went on to raise awareness about this in the UK and it is now an international movement.

Why?
Improving the patient experience at VCH is key to our core values of caring for everyone, ensuring we are always learning and striving for better results. The #hellomynames campaign allows us to come together as a team and partner with our patients and caregivers to optimize the patient experience and work towards exceptional care.

When?
Tuesday July 23rd 2019 is International #hellomynames Day and is aimed largely at encouraging all staff to be intentional about introducing themselves and their roles in all encounters with patients and care givers. VCH will be joining countries across the globe in celebrating this day!

How?
Involvement in this campaign is super simple and only involves 3 steps:

1. To always remember to introduce ourselves to patients/families/caregivers (first name only for privacy reasons)
2. To remember to tell the patient our role and what we are about to do
3. To ask the patient “How can I help you?”

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1 You may receive feedback when asking “How can I help you?” which may fall outside of what you are able to provide. In this case, please contact your manager or Patient Care Coordinator for guidance. Further assistance may be obtained from the Patient Care Quality Office (pcqo@vch.ca).
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Let's work towards providing exceptional care by:

1. Remembering to introduce ourselves to patients/families/caregivers.

2. Letting the patient know our role + what we are about to do.

3. Asking the patient “How can I help you?”

Learn more:
https://www.hellomynameis.org.uk/

Questions? More Info?
Email Serena
Serena.Bertoli-Haley@vch.ca
#hello my name is...

Vancouver Coastal Health

#hellomynameis  @VCHhealthcare
Celebrating the Campaign on Social Media
Audience: All VCH Staff and Physicians (via personal Twitter posts)

Option #1 – Via Twitter
1. Take a photo of your efforts, tweet it with the #hellomynameis hashtag
2. Also include the @VCHhealthcare handle in your tweet

Option #2 – Email your photo to our team
No Twitter? No problem!
1. Take a photo of your efforts and email them directly to Serena (Serena.Bertoli-Haley@vch.ca). (subject line – re: #hellomynameis Photos)

Email Signature Line Template

# hello

July 23rd is the International #hellomynameis Day! Let’s celebrate Dr. Kate Granger’s legacy and the importance of human connection when we introduce ourselves to patients/families/caregivers and ask how we can help.

Want to know more about #hellomynameis?
• Watch the introductory video by founder Dr. Kate Granger
• Read the Values leaflet
• Watch Kate’s husband, Chris Pointon speak at the 2019 BCPSQC Quality Forum
• Explore more on the #hellomynameis website

More Information
Contact Kerry Campbell (Kerry.campbell1@vch.ca) or Serena Bertoli-Haley (Serena.Bertoli-Haley@vch.ca).